UNIVERSITI TEKNOLOGI MARA

Pusat Penerbitan Universiti (UPENA)

Journal of International Business and Entrepreneurship

Volume 11 No. 1 January 2005 ISSN 0128-7494

SELANGOR

Journal of International Business and Entrepreneurship

Volume 11 No. 1 January 2005 ISSN 0128-7494

Saudi Consumers' Perceptions of Foreign Products

M. Sadiq Sohail

The objective of this paper is to examine the Saudi consumers' perception of products made overseas and the country of origin effect of products. While a limited number of studies have been conducted in this area in the past, this study assumes importance due to the changing attitudes and perception of some Saudi consumers towards certain countries in the new millennium. The study reports on the findings of a survey conducted in which 922 responses were obtained. In general, Saudi consumers evaluate products from Japan and the European Union more favorably as compared to products from the United States of America, China and India. The study discusses the results of other empirical findings.

Key words: *consumer, Country of origin, Saudi Arabia, consumer products, dimensions*

Introduction

Consumers' perception of products and the impact of country of origin (hereafter called as COO) have attracted considerable attention from researchers and practitioners across the globe for decades (for example Schooler, 1965; Samiee, 1994; Peterson and Jolibert, 1995; Ahmed et al., 2003). With increasing globalization, it is a fact that consumers around the world have a multitude of options while choosing products. Consumer and marketing researchers have extended considerable effort to have a better understanding of such perceptual decisions as framed by consumers. It has been reported that COO may be used by consumers as an attribute to evaluate products (Johansson, Douglas and Nonaka, 1985; Hong and Wyer, 1990; Parameswaran and Pisharodi, 1994). Secondly, consumers' attention and evaluation of other product dimensions may be influenced by COO, which may create a 'halo effect' (Erickson, Johansson and Chao, 1984; Han, 1989). Thirdly, COO may also act as a source of country stereotyping, directly affecting consumers' attitudes towards the brand of a country instead of through attribute ratings (Wright, 1975).

Existing research on "country-of-origin" has contributed substantial knowledge of consumer attitudes in various countries towards foreign products and matching marketing strategies. Further, it has provided significant insights

into the importance of such knowledge for the determination of successful international marketing strategies. A consumer's perception of the country of origin can be an important factor influencing his purchase decision.

A limited number of studies have examined Saudi consumers' attitudes toward foreign products (Bhuian, 1997; Al-Hammad, 1988). These study assume importance due to a changing attitude of a section of the Saudis towards the United States and some western countries. Since the terrorism attack on the USA on 11 September 2001 and the prelude to the American led invasion of Iraq, some consumers in the Arab world have, generally shown a lesser preference for American and western products, and have even discussed in the press for active boycott of products made in these countries (MacFarquhar, 2002, Abu-Nasr, 2002). In response to these gaps in COO literature, this paper attempts to investigate product-country images of Saudi consumers in the changing environment and discuss the implications of these.

Saudi Arabia: Steady Economic Growth

The kingdom of Saudi Arabia is the largest country in the Middle East and the 12th largest in the world, measuring approximately 2.2 million square km. It has the largest gross domestic product (GDP) in the Middle East. The kingdom is still a substantial net creditor to the rest of the world and the government has almost no foreign debt. Even in the midst of widespread decline globally, Saudi Arabia has been on the path of steady economic growth since 2001. Since the dawn of the new millennium, there has already been a remarkable diversification in the country's economy in the non-oil private sector, yet oil and gas reserves remains its greatest natural asset and its largest single source of revenue. The government has been supporting private sector growth to lessen the kingdom's dependence on oil and increase employment opportunities for a population of 20 million, but which is growing at an alarming rate of over 3 percent annually.

Saudi economy performed exceptionally in 2003, particularly in areas related to oil – the oil sector and government finances. Non-oil private sector growth was at 3.4 percent, below the average of 4 percent for the previous four years. Oil revenues were strong, government finances were better than budget projections, trade balances were healthy despite a depreciation of the dollar-pegged riyal, interest rates were low and fueled robust borrowing, inflation was low, and the stock market rose sharply.

Saudi Arabia is one of the most important market in the developing world. In 2002, it represented $40 billion-worth of annual export to international marketers. Another fact that makes Saudi Arabia an attractive market is the high GDP per capita income level (above $10,000), which is among the highest in the world. While the demand is providing an impetus for establishing industries locally, the consumer market presently is proliferated by foreign goods. Saudi Arabia relies

heavily on imports on its total requirement for commodities from various countries of the world. Saudi Arabia's principal import sources include the USA, Japan, Germany, UK and France. In 2002, USA has consistently been Saudi Arabia's top importing nation. In 2002, imports form USA was valued at $5.2 billion, which was about 16.6 percent of Saudi's total imports. However, it is interesting to note that there was a drop of 5 percent in value of imports from USA from the previous year of 2001. Imports from USA mainly comprised of military and industrial requirements while consumer goods import included cars and spares, foodstuffs, electrical appliances and medicines.

Japan was the second major source of imports for Saudi Arabia, with imports valued at $3.6 billions, which was 10.4 percent of Saudis total imports in 2002. Major items of imports were private cars, electrical and electronic appliances. U.K, Germany, Italy, France, Belgium and Spain are the major importing countries from the European Union, which together accounts for $8.7 billion of imports. Imports from this region mainly comprises of cars and spares, electrical and electronic appliances, textiles, foodstuff that include barley, frozen chickens, dairy products, and medicines.

China is emerging as an important trading partner of Saudi Arabia. Bilateral trade volume has achieved a steady growth since the establishment of diplomatic relations between China and Saudi Arabia in 1988. The trade volume between the two countries grew from US$290 million in 1990 to US$5.1 billion in 2002, of which China's export was US$1.67 billion and import US$3.43 billion. China's main exports to Saudi Arabia are garments, mechanical and electronic products, and textile.

Saudi Arabia's imports from India increased by 15 percent in 2002 to reach $1 billion. India ranked tenth in terms of imports by Saudi Arabia accounting for 2.8 percent of its total imports. Major consumer goods imports from India include apparels & clothing basmati/non-basmati rice; tea; cereals, textiles, leather, commodities and herbal products. India is now focusing on exporting value-added products and there is further potential of increasing its exports to Saudi Arabia.

Literature Review

Country of origin (COO) effects has attracted growing attention. The themes addressed by researchers include the evaluation of products, stereotyping, the effects of demographics on consumers' perceptions of imports and perceived risk (for a comprehensive review of literature on COO effects, see Al-Suliati and Baker, 1998). Early studies in COO can be traced back to 1960s, when one of the conceptualizations of the COO phenomenon was published by Nagashima (1970). He concluded that consumers associate with a given country of origin as, "the picture, the reputation, the stereotype that business persons and consumers

attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions". Since then, a wealth of literature has been added to the study of COO effects. Samiee (1994) regards the country-of-origin effect as any influence or bias that consumers may hold, resulting from the country of origin of the associated product or service. The source of the effect "may be varied, some based on experience with a product(s) from the country in question, others from personal experience (e.g. study and travel), knowledge regarding the country, political beliefs, ethnocentric tendencies, (or) fear of the unknown".

A few studies have focused mainly on consumers' general perceptions about the quality of products made in different countries (Leonidau *et al.,* 1999; Bilkey and Nes, 1982, Peterson and Jolibert, 1995). For instance, Leonidau *et al.* (1999) found that in Bulgaria, products made in Japan were liked the most, followed by products from Hong Kong, Singapore, Indonesia, and India. Cattin *et al.* (1982) found that the Americans favored West German products over French and British goods. Darling and Kraft (1977) found that consumers in Finland preferred West German goods to English goods and these were more highly regarded than French products. In another study, Baumgartner and Jolibert (1976) found that French consumers favored domestic products first, German second and British goods last. Zain and Yasin (1997) found that Uzbek consumers perceived products from Japan and USA as having higher quality than products from developing countries such as India and Indonesia. Similar results were reported in a study of the Azerbaijan market (Kaynak, Kara and Nakip, 1995) and the Polish market (Lascu and Babb, 1995). Other consumer demographics also have a tendency to influence the exact nature of COO effects. For example, older consumers and females were found to provide higher ratings for foreign products (Schooler, 1971; Johansson *et al.*, 1985). In another study, it was observed that respondents with college education viewed foreign products more positively than less educated respondents (Anderson and Cunningham, 1972; Dornoff, Tankersley and White, 1974; Wang, 1978). However, consumer demographics did not play a serious differentiating role in the evaluation of products from the five different countries in a study under Bulgarian context (Leonidou *et al.,* 1999).

The proximity of the sourcing country in relation to the importing country, both in physical and cultural terms, has been a determining factor in the consumer perceptions. Closer proximity tends to stimulate more favorable perceptions for that country's products (Bilkey and Nes, 1982; Samiee, 1994; Wall and Heslop, 1986; Wang, 1978; Wang and Lamb, 1980). Similar results have been reported with respect to economic and political proximity, which has an influencing factor in determining consumer perceptions of products from such countries (for example, Gaedeke, 1973; Iyer and Kalita, 1997). Other researches have also indicated COO effects occur over a wide range of consumer and industrial products (Liefeld, 1993, Baughn and Yaprak, 1993; Samiee, 1994).

In summary, previous research suggests that the COO plays a significant role in overall product evaluation. There is an overwhelming support for the existence of COO effects on consumers' evaluations of products. COO has impacted consumers over many product categories; some other studies have also shown that COO effects may vary according to demographic variables, although there is lack of consensus in that regard.

Research Methodology

Saudi consumer's product-country image was measured on multiple-item scales drawn from previous research. Many different methods of COO images have been described as discussed in the foregoing section. For this study, an empirical research was conducted among the Saudi consumers. Our survey instrument was mainly based on a part of the measure used by Kaynak and Kara (2002). A fundamental difference between these two studies are, the main focus of the study by Kaynak and Kara (2002) was on measuring ethnocentrism of Turkish consumers based on the tested CETSCALE, developed by Shrimp and Sharma (1987), while it was not so in this study. One section (of the three main sections) of the survey instrument used by Kaynak and Kara (2002) sought questions from respondents relating to country of origin perception towards, products made from a Japan, USA, Russia, China, Eastern and Western Europe. The evaluation of dimensions of products was revised, and overall 17 dimensions were included in the questionnaire. A number of other changes were made in the demographic section of the instrument to suit the needs of the present study. The survey instrument had 2 parts. The first part sought information from the respondents on the 17 variables identified (refer to Table 2). A 5-point Likert scale, with 1 representing "Strongly Disagree", and 5 "Strongly Agree" was used to measure the responses. The countries covered by this study were USA, Japan, European Union (which for the purpose of this study comprised of Germany, UK, Italy, Franc, Holland and Sweden), China and India. These countries were chosen because consumer products from these countries are found in abundance in the Saudi market.

The second part of the questionnaire sought demographic information such as age, marital status, educational attainment, occupation, income and gender. This information was used for classification purpose only. The survey instrument was first developed in English and then translated into Arabic using the back-translation method (Douglas and Craig, 1983).

Data Collection

The data for the present study were gathered in the main metropolitan cities, namely Riyadh, Jeddah and the tri-cities of Dammam, Khobar and Dhahran.

These cities were chosen because consumers here are expected to be more familiar with foreign consumer products.

Researchers confront several challenges in Saudi Arabia, more prominently in designing sampling procedures as well as in undertaking primary data-collection (Tuncalp, 2001). Legally and socially, females cannot be approached by male strangers. Because of these difficulties, a snowball sample was utilized. Participants from the initial sample were asked to provide referrals of friends and relatives living in metropolitan cities. The questions were then distributed through relatives and friends. The target population was Saudi consumers above the age of 18 years and there was no upper limit on age. A total of 1500 questionnaires were distributed, of which 992 responses were received, giving a response rate of 66 percent.

Analysis

Of the 992 responses, 732 were males and the remaining 260 were females. The lower number of female respondents is explained by the fact that reaching female respondents is difficult as explained earlier. In terms of age grouping, 55 percent were between the age of 22 and 30 years. Over half of the respondents had university qualifications. Table 1 provides an overview of the respondent characteristics.

Country of Origin Perceptions

Respondents were asked to evaluate on specific product attributes and dimensions from the five countries namely, USA, Japan, European Union, China and India. (See Table 2). To estimate the reliability of data Cronbach's Alpha statistic was computed. The reliability coefficient (Cronbach's alpha) values ranged from 0.6781 to 0.8431. None of the reliability alphas was below the cut-off point of 0.60, which is generally considered to be the criterion for demonstrating internal consistency (Nunnally, 1978).

When analyzing the assessment for each of the product dimension, some interesting results emerge. Japanese products have been rated highly for reliability in performance (Mean = 3.98, Std. Deviation = 0.97), advanced technology (M = 4.31, S.D. = 0.85), durability (M = 3.96, S.D. = 0.91), a wider choice in selection (M = 4.06, S.D.= 0.80), and a perception of being reasonable in price considering the quality of the product (M = 3.73, S.D.= 0.93). Products made in USA were given the highest evaluation for being much advertised (M = 3.94, S.D. = 0.95), and having a well-recognized brand name (M = 4.06, S.D. = 0.90). Some degree of consistency was also evidenced in the high preference of the product dimensions from the EU region. Products made in the EU region were

Table 1: Demographic Profile

Gender	**Frequency**
Male	732
Female	260
Age	
18 - 22 years	106
22 – 30 years	552
31 – 40 years	177
41 – 50 years	101
51 years and more	50
Education	
Elementary	120
High School	189
Diploma	67
University Degree	547
Other	64
Occupation	
Government sector employee	329
Private sector employee	227
Self-employed (Businessman)	142
Student	248
Other	29
Monthly income	
Less than SR 5,000	217
SR 5,000 – SR 9,999	85
SR 10,000 – SR 14,999	41
SR 15,000 – SR 19,999	23
SR 20,000 – SR 24,999	20
Over SR 25,000	14

considered as being the most expensive (M = 3.94, S.D. = 1.01), were supplying more luxuries than necessities (M = 3.32, S.D. = 1.15), and were more customized (M = 3.43, S.D.= 1.04). Products made from China were perceived to be cheap imitation of better brand (M = 3.50, S.D. = 1.19), while products made in India were seen as having poor workmanship (M = 3.16, S.D. = 1.08), giving bad performance (M = 3.09, S.D. = 1.03), and as having low prestige (M = 3.17, S.D.= 1.22). In general, there were similar trends in the evaluation results of products from China and India. The overall opinion of products revealed interesting results. Products from Japan have been evaluated very highly (M = 4.12, S.D. = 0.90), followed by products from the European Union (M = 4.01, S.D. = 0.79). Although products from the US have been ranked third, the mean value is low (M = 2.54, S.D.= 1.12).

Table 2: Evaluation of Dimensions of Products Made in Five Countries

	USA		Japan		EU		China		India		F-Statistics*
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	
Expensive	3.53	1.04	3.19	1.07	3.94	1.01	1.96	0.93	1.94	0.92	832.28
Reasonably priced, considering quality than necessities	3.25	1.07	3.73	0.93	3.28	1.01	3.05	1.09	2.65	1.07	139.62
Supplies more luxury than necessities	2.82	1.19	2.77	1.07	3.32	1.15	2.18	1.00	2.04	0.89	232.00
Tailor-made rather than mass produced	2.98	1.12	3.14	1.12	3.43	1.04	2.36	1.09	2.35	1.05	192.86
Reliable	3.42	1.11	3.98	0.97	3.62	0.96	2.62	1.02	2.39	1.00	436.46
Show bad workmanship	2.25	0.99	2.02	1.06	2.17	0.98	3.00	1.02	3.16	1.08	254.62
Technically advanced	3.86	0.95	4.31	0.85	3.81	0.90	2.76	0.98	2.32	0.94	792.69
Cheap imitation of better brand	2.19	1.23	2.29	1.19	2.01	1.16	3.50	1.19	3.28	1.21	21.94*
Are very durable and made of good material	3.54	0.98	3.96	0.91	3.80	0.94	2.42	0.97	2.35	0.99	641.73
Give a bad performance	2.23	0.95	1.97	0.97	2.19	0.95	3.05	1.01	3.09	1.03	280.89
Supported by a good maintenance services	3.45	0.97	3.91	0.90	3.33	1.01	2.47	1.00	2.25	0.99	503.17
Have low prestige,	2.25	1.10	2.07	1.09	2.22	1.12	3.16	1.16	3.17	1.22	225.14
Are much advertised	3.94	0.95	3.60	0.92	3.36	0.97	2.47	1.02	2.09	0.96	640.67
Have a well recognized brand name	4.06	0.90	4.05	0.89	3.81	0.96	2.40	1.05	2.11	0.99	964.89
Provide a wide choice of size and model	3.86	0.92	4.06	0.80	3.59	0.93	3.38	1.09	2.74	1.21	257.56
Have a good style and appearance	3.84	0.95	3.95	0.90	3.91	0.95	2.70	1.08	2.36	1.05	583.80
Overall favorable opinion	2.54	1.12	4.12	0.90	4.01	0.79	2.12	1.07	1.94	0.93	225.76

Notes: mean scores based\on a five-point scale ranging from 1 = Strongly disagree and 5 = Strongly agree

F values are the result of a one-way ANOVA test, all of the variables reporting statistical significance, $p < 0.05$, *except marked* *

To trace the source of the individual differences, one-way ANOVA test was conducted. The ANOVA result revealed that there is an effect of COO across the five groups of countries on all the dimensions, except that of being 'cheap imitation of better brand'. The mean scores accorded to each product attribute/ dimension for each of the five countries were subsequently compared, using a one-way MANOVA test where COO served as the single independent variable of interest. Overall, the MANOVA results confirmed statistically significant differences across the five countries on each of the product dimensions (Wilks' $L = 0.015, p < 0.01$).

Discussion

The central theme of this study is to examine and evaluate Saudi consumers' perception of products from overseas countries. It evaluates COO effect of products into Saudi Arabia from those countries, which are a major source of consumer imports. Products from both developed and less developed countries have been considered.

Reierson's (1966) study found stereotyping to be a universal phenomenon. His probing on country of origin bias, that is, whether or not preconceived notions consumers have about foreign products are really national stereotypes rather than opinion about specific products. The results indicated a clear evidence of stereotyping. Respondents rated products "made in USA" the highest; therefore, the study suggested, that while consumers have preconceived notions about foreign products, attitudes are really national stereotypes rather than opinion about specific products. This study confirms the effect of stereotyping. Another study on country of origin effect by Ahmed *et al.* (1994) indicated that developed countries were evaluated better in general than newly industrialized countries. In the present study, products from India and China have received unfavorable opinion suggesting that consumer evaluation is influenced by the economic status of a country.

An interesting conclusion can be drawn from this study in comparison to results obtained from a previous study, which examined Saudi consumers' attitudes towards foreign products by Bhuian (1997). He examined attitudes towards products made in USA, Japan, Germany, Italy and the UK, by utilizing a number of general product attributes that included marketing activities and buying, using preference indicators to explain the general attitudes of Saudi consumers towards foreign products and corresponding marketing practices. Bhuian's (1997) study concluded that, Saudi consumers correspondingly seemed to have the most positive attitudinal response to the products and marketing activities of the USA and Japan. Only in the area of central product attributes were Japanese products more favorably perceived than US goods. In the present study, as for products from USA, Saudi consumers' have generally evaluated

the different dimensions in a favorable manner. However, it is interesting to note that the overall favorable opinion is well below those of the other two categories of developed nations, Japan and European Union. This suggests the COO bias on products from USA.

Summary and Conclusion

The purpose of this study was to shed some light on the perceptions of Saudi consumers concerning products originating from USA, Japan, European Union, China and India in a changing situation. Most studies in COO literature have thus far focused their attention away from the hitherto closed markets of the Persian Gulf. Overall, this study revealed that Saudi consumers take seriously into account the COO of products, and in fact, are in a position to critically assess products on a number of different aspects and maintain unequivocal perceptions regarding them. Specifically, some interesting findings emerged pertaining to opinion about products from the USA, product prestige evaluation, brand name evaluation etc.

Saudi consumers' perceptions towards products from Japan, the EU and USA could be described as moderately satisfactory to unsatisfactory. However products from India and China have been rated generally as unsatisfactory. The present study seems to confirm findings in previous COO studies suggesting that consumers rate products from developed countries more favorably than products from developing countries. Therefore, manufacturers from India and China should place more efforts on improving the perceptions of Saudi consumers toward their goods by emphasizing on product quality, improved support services, better brand image and originality, which were indicated as major weaknesses of their products.

This study offers a more realistic picture by investigating the COO phenomenon, using individuals as the unit of analysis. Several other issues remain unresolved that need to be addressed in future researches. This could include researching on the underlying information processing heuristics used by Saudi consumers with regard to stereotyping or probing another interesting area, such as the ethnocentric tendencies of Saudi consumers.

Notes

[1] The author acknowledges the support, facilities and assistance received from the College of Industrial Management, KFUPM, Saudi Arabia

References

Abu-Nasr, Donna (2000). "Calls To Boycott U.S. Sweep Gulf" The Associated Press, accessed on the internet at http://www.nytimes.com/aponline/world/AP-Mideast-Boycott-America.html, access date 15 November, 2003

Ahmed, S.A., d'Astous, A. and El-Adraoui, M. (1994). "Country-of origin effects on purchasing managers' product perceptions," Industrial Marketing Management, Vol. 23 No. 4. pp. 323-32.

Ahmed, Z. U., James P. Johnson, Xia Yang, et al. (2003). "Does Country of Origin Matter for Low-Involvement Products?", International Marketing Review, Vol. 22 (2).

Al-Hammad, A.A. (1988). "A study of the Saudi Arabian market for selected imported manufactured goods – an economic, cultural and attitudinal analysis with particular references to UK suppliers", PhD thesis, University of Bradford, UK.

Al-Sulaiti, K. and Baker, M. (1998). 'Country of origin effects: a literature review', *Marketing Intelligence &Planning,* Vol.16 No.3 , pp. 150–199

Anderson, W. and Cunningham, W.H. (1972). "Gauging foreign product promotion", Journal of Advertising, Vol. 12 No. 1, pp. 29-34.

Baughn, C. and Yaprak, A. (1993). "Mapping country-of-origin research: recent developments and emerging avenues", in Papadopoulos, N. and Heslop, L. (Eds), Product-Country Images: Impact and Role in International Marketing, International Business Press, New York, NY.

Baumgartner, G. and Jolibert, A. (1976). "The perception of foreign products in France", in Hunt, H.K. (Ed.), Advances in Consumer Research, Vol. 5, Association for Consumer Research, Ann Arbor, MI, pp. 603-5.

Bhuian, S. (1997). "Saudi consumers' attitudes towards European, US and Japanese products and marketing practices", European Journal of Marketing, Volume 31 Number 7 1997 pp. 467-486.

Bilkey, W. and Nes, E. (1982). "Country of origin effects on product evaluations", Journal of International Business Studies, Vol. 13, Spring/Summer, pp. 89-99.

Cattin, P., Jolibert, A. and Lohnes, C. (1982). "A cross-cultural study of 'made in' concepts", Journal of International Business Studies, Vol. 13 No. 3, pp. 131-41.

Darling, J.R. and Kraft, F.B. (1977). "A competitive profile of products and associated marketing practices of selected European and non-European countries", European Journal of Marketing, Vol. 11 No. 7, pp. 519-30.

Dornoff, R.J., Tankersley, C.B. and White, G.P. (1974). "Consumer's perception of imports", Akron Business and Economic Review, Vol. 5 No. 2, pp. 26-9.

Douglas, S. & Craig, C. (1983). International marketing research, Englewood Cliff, NJ: Prentice – Hall, Inc.

Erickson, G.M., Johansson, J.K. and Chao, P. (1984). "Image variables in multi-attribute product evaluations: country-of-origin effects", Journal of Consumer Research, September, pp. 694-99.

Gaedeke, R. (1973). "Consumer attitudes towards products 'made in' developing countries", Journal of Retailing, Vol. 49, Summer, pp. 13-24.

Han, C.M. (1989). "Country image: halo or summary construct?" Journal of Marketing Research, Vol. 26, May, pp. 222-9.

Hong, S.T. and Wyer, R.S. Jr. (1990). "Determinants of product evaluation: effects of the time interval between knowledge of a product's country of origin and information about its specific attributes", Journal of Consumer Research, Vol. 17, December, pp. 277-88.

Iyer, G.R. and Kalita, J.K. (1997). "The impact of country-of-origin and country-of-manufacture cues on consumer perceptions of quality and value", Journal of Global Marketing, Vol. 11 No. 1, pp. 7-28.

Kaynak, E. and Kara, Ali (2002). "Consumer perceptions of foreign produts:An analysis of product-country images and ethnocentrism" European Journal of Marketing Research , Vol.36, No. 7/8, pp 928-949.

Kaynak, E., Kara, A. and Nakip, M. (1995). "Life-styles, household decision-making, ethnocentrism and country-of-origin perceptions of Azerbaijani consumers", in Kaynak, E. and Eren, T. (Eds), Innovation, Technology and Information Management for Global Development and Competitiveness Proceedings, Istanbul, pp. 356-68.

Johansson, J.K., Douglas, S.P. and Nonaka, I. (1985). "Assessing the impact of country of origin on product evaluations: a new methodological perspective", Journal of Marketing Research, Vol. 22, November, pp. 388-96.

Lascu, D-N. and Babb, H.W. (1995). "Market preferences in Poland: importance of product country-of-origin", Innovation, in Kaynak, E. and Eren, T. (Eds), Technology and Information Management for Global Development and Competitiveness, Istanbul, pp. 216-22.

Leonidou, Leonidas, Hadjimarcou, John, Kaleka, Anna and Stamenova, Gergana (1999). "Bulgarian consumers' perceptions of products made in Asia Pacific", International Marketing Review, Vol 16 Issue 2, pp126-142

Liefeld, J. (1993). "Experiments on country-of-origin effects: review and meta-analysis of effect size", in Papadopoulos, N. and Heslop, L. (Eds), Product-Country Images: Impact and Role in International Marketing, International Business Press, New York, NY.

MacFarquhar, Neil (2002). "An Anti-American Boycott Is Growing in the Arab World", New York Times, May 10

Nagashima, A. (1970). "A comparison of Japanese and US attitudes toward foreign products." Journal of Marketing, Vol. 34, January, pp. 68-74.

Nunally, J.C. (1978). *Psychometric Theory*. McGraw Hill Book Company (2nd edn). Engelwood Cliffs, NJ.

Parameswaran, R., Pisharodi, R.M. (1994). "*Facets of country-of-origin image: an empirical assessment*", Journal of Advertising, 23, 1, 43-56.

Peterson, R.A. and Jolibert, A.J.P. (1995). "A meta-analysis of country-of-origin effects." *Journal of International Business Studies*, Vol. 26 No. 4, pp. 883-900.

Reierson, C. (1966). "Are foreign products seen as national stereotypes?" Journal of Retailing, Vol. 42, Fall, pp. 33-40.

Samiee, S. (1994). "Customer evaluation of products in global markets", *Journal of International Business Studies*, Vol. 25 No. 3, pp. 579-604.

Schooler, R.D. (1965). "Products bias in the Central American common market", *Journal of Retailing*, Vol. 42, Fall, pp 33-40.

Schooler, R.D. (1971). "Bias phenomena attendant on the marketing of foreign goods in the USA", *Journal of International Business Studies*, Vol. 2 No. 1, pp. 71-80.

Shimp, T.A. and Sharma, S. (1987). "Consumer Ethnocentrism: Construction and Validation of the CETSCALE", Journal of Marketing Research, August, pp. 280-89.

Tuncalp, Secil (2001). The Marketing Research scene in Saudi Arabia, European Journal of Marketing, Volume 22 Number 5 pp. 15-22.

Wall, M. and Heslop, L.A. (1986). "Consumer attitudes toward Canadian made versus imported products", *Journal of the Academy of Marketing Science*, Vol. 14, Summer, pp. 27-36.

Wang, C.K. (1978). "The effects of foreign economics, political and cultural environment on consumer's willingness to buy foreign products", unpublished doctoral dissertation, Texas A&M University, TX.

Wang, C.K. and Lamb, C.W. (1980). "Foreign environmental factors influencing American consumers' perceptions toward European products", *Journal of the Academy of Marketing Science*, Vol. 8 Fall, pp. 345-56.

Wright, P.L. (1975). "Consumer choice strategies: simplifying vs. optimizing", *Journal of Marketing Research*, February, pp. 60-7.

Zain, Osman and Yasin, Norjaya (1997). "The importance of country-of-origin information and perceived product quality in Uzbekistan", *International Journal of Retail & Distribution Management,* Vol 25. Issue 4, pp138-145

M. SADIQ SOHAIL, Ph.D., College of Industrial Management, Department of Management & Marketing, King Fahd University of Petroleum & Minerals, Saudi Arabia. E-mail: <ssohail@kfupm.edu.sa>; <sadiqsohail@hotmail.com>